HOW COLLABORATION SUPPORTS INNOVATION
HOW DID WE GET STARTED?

WHY

NO CONCEPT

NEEDS ONLY
1 = ACCELERATE DIGITAL TRANSFORMATION

3 OBJECTIVES:
#TIME TO MARKET  #TECHNOLOGY RE-USE  #DIGITAL IMMERSION

3 PRINCIPLES:

Service offer for businesses

Agile integration into our organization

A temporary structure

Positioning:
Internal consulting, support and services agency
Development by AF-KL IT teams
Organisation : Transformation & Network => transversal and neutral approach
Because innovation is less about ideas than execution, timing and adoption, we decided to focus on delivery and partnering with IT teams.

A factory with a production line working in agile mode

From IDEA → To co-design & collaboration → To prototype → And test & learn

Creative room  Project Rooms  Proto lab  show Room
DESIGN AN ECOSYSTEM MORE THAN A BUILDING

#make digital tangible #facilitate collaboration # new methodologies # Experience
# Experimentation as close as possible to business realities # Break silos

Transparency  Share & show  Out of the box  Modularity  Collaborative  Serious fun

Openness  Touch tech  Agile  Methodologies  Friendliness  Strong Identity
DESIGN THE RIGHT MINDSET

VALUES

#daring  #together  #attention

EXPERTISE

- Design
- Business projects
- Animation Acculturation
- IT & Innovation
- Operations & promotion

Organisation where agility and start up mentality match
PROMOTE A WAY OF THINKING

Focus on the problem first, not the solution

In customer/user shoes

Think global
WORK ON THE VISIBLE & TANGIBLE BY DESIGN

HOW

Visualization helps to identify pain points,

Then, collaboration helps to find solutions
A PLACE DESIGNED AND BUILT IN 10 MONTHS

4 months to build the Factory

- Definition of concept: end 2017
- Building permit: March 2018
- Foundations & construction: Spring
- Implementation on site: 03/07/2018
- Team move: 03/10/2018
- Inauguration
Year 1: beyond projects, the mission of welcoming and sharing surpassed our expectations.
DIGITAL FACTORY ATTRACTS BEYOND INTERNAL STAKEHOLDERS

+30 Departments welcomed
IT, Maintenance, Cargo, RH, Opérations Adhésives, Sales, Commercial & Revenue, Flotte & Réseau, Digital, Finance & Achats, Hub et même au-delà : Marchés internationaux, KLM

~10 000 Visits since opening

97% Happy visitors

Benchmarked by several big cooperations

+500 External people welcomes
30 PROJECTS (=USE CASES) delivered since January 2018
ALMOST 2 YEARS FOCUSING ON BUSINESS & TEAM REALITIES

- Over 30 projects achieved
- 11 business domains explored
- +500 interviews & observations
ACCELERATION IS MAINLY A MATTER OF ALIGNMENT OF USERS

High time saving potential

IT is involved at the earliest stages of all projects in a holistic approach of experts
CASE 1: eLogbook

REQUEST

PROCESS OPTIMIZATION
- Design the digital process of the ATL & ACL, documents created in 1933
- Optimize technical and commercial defects declaration & anticipate maintenance interventions for a better customer and employee experience

STAKES

AN HISTORICAL AND TRANSVERSEAL PROJECT
- A human challenge: align 50 key users
- Integrate DGAC certification constraints, all in 4 months compared to previous failed attempts

RESULTS

CONVERGENCE OF STAKEHOLDERS towards a common process READY TO DEV in 4 months
CASE 2: HOW DESIGN THINKING HELPS INCREASE USER ADOPTION

1 MONTH

QUALIFICATION

1 MONTH

EMPATHY

1 MONTH

DEFINITION

1 MONTH

IDEATION

1 MONTH

PRIORIZATION

MVP DEVELOPMENT

PROTOTYPE

TEST

Actual acceleration

Initial perceived acceleration
Functional evolutions are prioritized to design the MPV based on business value and complexity.

**Legend**
- #1 Strat. reco sharing
- #2 Constraint qualification (process)
- #3. Operational constraints visualization on schedule
- #4. Modification visualization
- #5. Simplified reporting
- #6. Alternatives recommendations to facilitate decision making
- #7. Ease the communication between parties in case of a major change

**User Value**
- HIGH
- MEDIUM
- SMALL

**Complexity**
- SMALL
- MEDIUM
- LARGE

**Categories**
- NICE TO HAVE
- PART OF THE MVP
- NO GO
- FUTURE EVOLUTIONS
DAISY DESIGN SYSTEM

Target: up to 80% reduction in Design and Dev costs depending on project size

**UI Design**

- Work unit: Screen
- Classification of applications in S/M/L

**UI Development**

- Work unit: Component
- Classification by # of components per application S/M/L

The acceleration assumptions are based on the projects co-produced at the DF
Digital Factory
Out of the box
MAKE DIGITAL ACCESSIBLE FOR EVERYONE

Tu es Designer Air France... 
Donc tu dessines LES AVIONS ? 

Dépassez les clichés, venez découvrir les métiers du design

Du 11 au 14 juin à la Digital Factory.
Keynotes / Meet-up / Workshop / Expositions

Inscriptions sur Yammer : Digital Factory & Friends
SO WHAT?
DIGITAL FACTORY MATURITY SHAPED BY BUSINESS NEEDS

ACCELERATION
Applications & devs
-Time to market

DIGITALIZATION
Ready to dev
-Transversal Adoption

RE-ENGINEERING
Business process
-Global vision
PRODUCTION OF PROJECTS: UNLOCKING THE VALUE THROUGH USER CENTRICITY

Project selection

- Ability to stop initiatives
- Targets adjustments
- Make or Buy

Reach the higher adoption rate / application

2019: 70% projects challenged
BUT PROBABLY THE MAIN CHALLENGE IS ADOPTING DIGITAL CULTURE

DIGITAL CULTURE vs. CLASSIC CULTURE
DIGITAL FACTORY

Where problems meet solutions
Where needs find the right expertise
digital create value
A temporary organisation for a sustainable change